

SPIDER-MAN

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MARVEL® COMICS GROUP



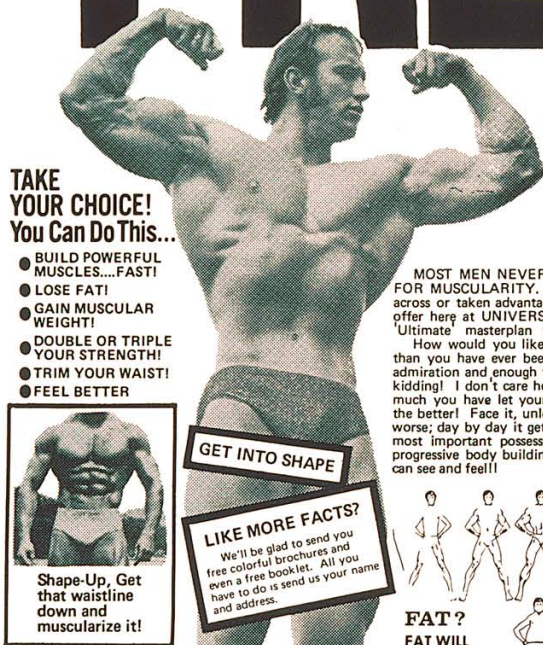
ALL-NEW! MORE THRILLING THAN EVER!

the AMAZING SPIDER-MAN



THE ROCKET RACER'S
BACK IN TOWN!

FREE



**TAKE
YOUR CHOICE!
You Can Do This...**

- BUILD POWERFUL MUSCLES...FAST!
- LOSE FAT!
- GAIN MUSCULAR WEIGHT!
- DOUBLE OR TRIPLE YOUR STRENGTH!
- TRIM YOUR WAIST!
- FEEL BETTER

GET INTO SHAPE

LIKE MORE FACTS?

We'll be glad to send you free colorful brochures and even a free booklet. All you have to do is send us your name and address.

BE GREAT-BE SOMEBODY SPECIAL!

Improve your health, self-confidence and your outlook on life as you become more muscular. Regardless of your age, height or present build, we'll help you build a fabulous body. Thousands of people have taken this course with fantastic results - why not you? Whatever you look like today, we can improve on it. We guarantee it!!

- | | |
|---|--|
| <p>☐ ARMS - Develop big, powerful arms - the kind girls love to be held in! Command respect from everyone you meet!</p> <p>☐ CHEST - Is your chest sunken and unimpressive? No more! It's easy to build a massive chest. You can measure 45, 47, or even 50 inches!</p> <p>☐ BACK - Develop your upper back, and get that outstanding "V-Shape"! Often within one week you'll be able to see that wedge formation begin to take shape - it's a real attention-getter!</p> | <p>☐ SHOULDERS - Get rid of those puny shoulders! Instead, fill your shirts with bulging muscles!</p> <p>☐ LEGS - Put some muscle on those spindly legs! Muscular legs will give you extra power like you've never dreamed possible!</p> <p>☐ ABDOMEN - Trim and hard - that's the way your abs should look. Get rid of your pot-belly. Improve your digestion, and get that washboard waist - all when you develop those abdominal muscles!</p> |
|---|--|

Booklet

**SEE YOUR MUSCLES
GROW DAY BY DAY!**

**YOU'LL PUT ON INCHES OF
POWERFUL MUSCLES
ON YOUR BODY!**

MOST MEN NEVER REALIZE THEIR FABULOUS POTENTIAL FOR MUSCULARITY. Why? Probably because they've never come across or taken advantage of a training program quite like the one we offer here at UNIVERSAL BODYBUILDING. Our program has the 'Ultimate' masterplan for total body development and strength!!

How would you like to get into shape? Really into shape. Better than you have ever been. Enough to make the girls notice you with admiration and enough to make the guys turn their heads in envy. No kidding! I don't care how much you are out of shape, regardless how much you have let yourself go, I can change your body 100%, all for the better! Face it, unless you do something about it, your body gets worse; day by day it gets uglier! Your body and your health are your most important possessions and they deserve your attention. With progressive body building you get better day by day, with results you can see and feel!!



SKINNY?

**MUSCLES WILL
APPEAR ...
ALMOST LIKE
MAGIC!**

FAT?

**FAT WILL
DISAPPEAR -
REPLACED BY
MUSCLES!**



**YOUR NEW
MUSCLES WILL
FEEL LIKE
DYNAMITE!**

FREE!

Universal, Dept.- MAR-2
Box 6694
Detroit, Mich. 48240

You bet I want MUSCLES - rush me your FREE Booklet and all your Colorful Brochures!! I am sending you 25c to help cover postage and handling costs. (please PRINT clearly)

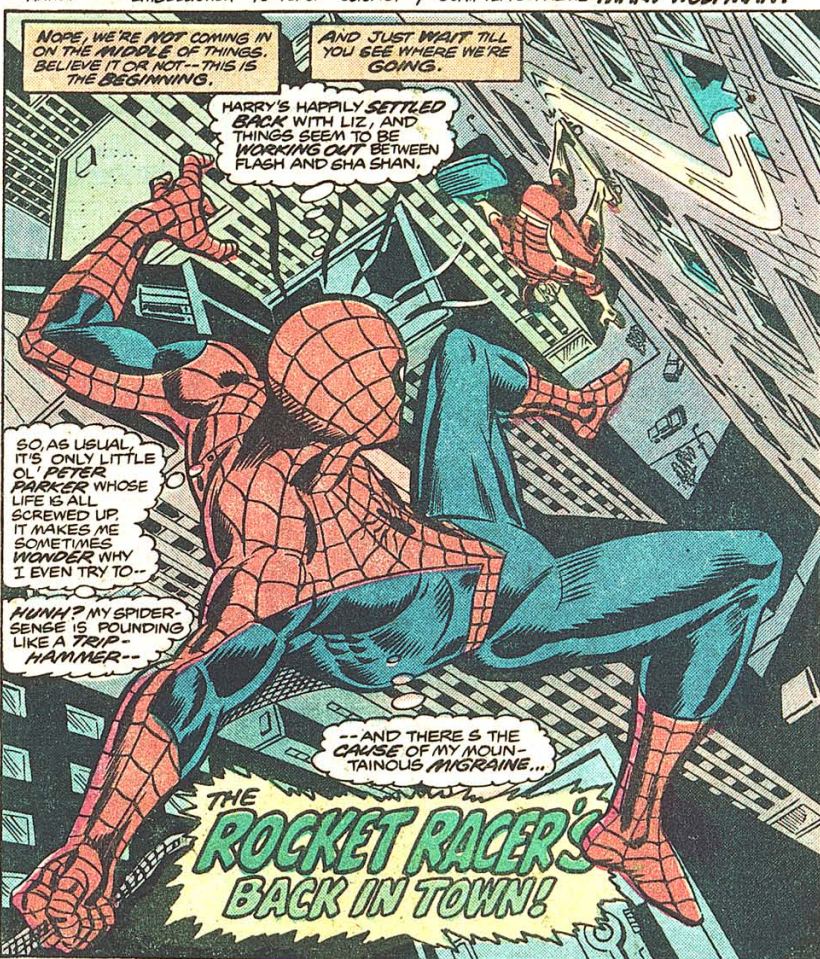
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MAIL THIS COUPON TODAY

While attending a demonstration in radiology, student PETER PARKER was bitten by a spider which had accidentally been exposed to RADIOACTIVE RAYS. Through a miracle of science, Peter soon found that he had GAINED the arachnid's powers...and had, in effect, become a human spider...

Stan Lee PRESENTS: THE AMAZING SPIDER-MAN™

RUSS ANDRU ARTIST **MIKE ESPOSITO** EMBELLISHER **J. COSTANZA** LETTERER **G. WEIN** COLORIST **ALL WELCOME SPIDEY'S NEW ERUDITE EDITOR AND SCRIPTER SUPREME: MARY WOLFMAN!**



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NUTS! I HAVEN'T THE TIME TO TANGLE WITH THAT WEB-HEADED WEIRDO.



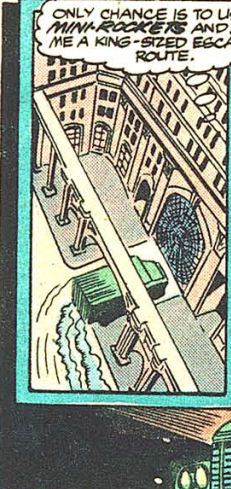
TOO MUCH DEPENDS ON MY COMPLETING THIS RIDICULOUS ASSIGNMENT AND COLLECTING MY CASH.



AHH, I THINK I'VE LOST THE WALL-CRAWLER. IT PAID TO HAVE THAT COOT THE TINKERER SOUP-UP MY MICRO-ROCKERS AND RE-DESIGN MY GYRO-SKATES!



OOOPS, SPOKE TOO SOON. HE'S SPUN A WEB-BLOCKADE, AND I HAVEN'T THE SPEED TO BURST THROUGH IT.



ONLY CHANCE IS TO USE MY MIN-ROCKERS AND BLAST ME A KING-SIZED ESCAPE ROUTE.



WELL, LUCK'S ON MY SIDE FOR A CHANGE-- THAT EIGHTEEN-WHEELER'S DOING THE JOB FOR ME.

IT PROBABLY DIDN'T SEE THE FINELY-SPUN WEBBING IN TIME.

KRASH!



BUT THAT'S SPIDEY'S PROBLEM-- NOT MINE.

I'M ON MY WAY TO FREEDOM!



THINK WHATEVER YOU WANNA, WEB-HEAD-- BUT I'M THE GUY WHOSE MAGNETIC CLAMPS ALLOW ME TO GO WHEREVER YOU DO--

--AND I'M ALSO THE GUY WHOSE ROCKET-POWERED PUNCH CAN WAYLAY YOU LONG ENOUGH FOR ME TO ESCAPE.



COUNT YOURSELF LUCKY, WALL-CRAWLER. RIGHT NOW I'M IN TOO MUCH OF A RUSH TO FINISH YOU OFF.



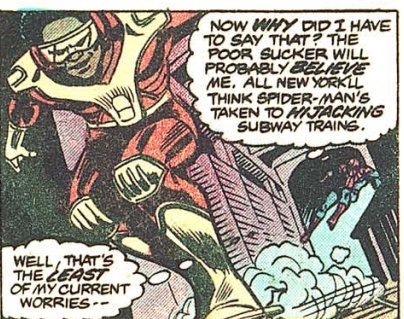
NUTS! I FORGOT HOW FAST HE CAN MOVE ON HIS SKATEBOARD-- HE'S ALREADY ZOOMED DOWN THAT SUBWAY TUNNEL.

IF I DON'T MOVE FAST, I'LL LOSE HIM!



HEY!

MOVE IT, MISTER-- I'VE GOT AN UPTOWN TRAIN TO DERAIL.

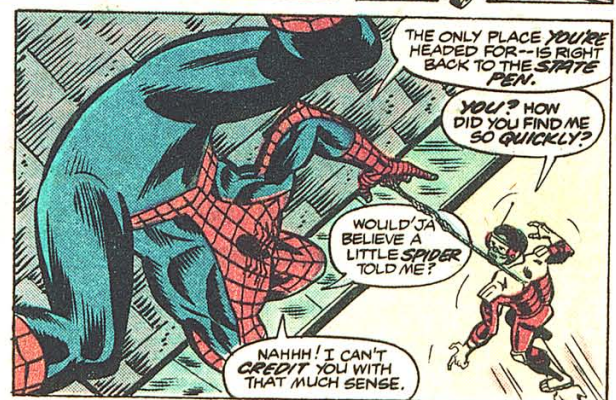


NOW WHY DID I HAVE TO SAY THAT? THE POOR SUCKER WILL PROBABLY BELIEVE ME. ALL NEW YORK'LL THINK SPIDER-MAN'S TAKEN TO ATTACKING SUBWAY TRAINS.

WELL, THAT'S THE LEAST OF MY CURRENT WORRIES--



DON'T BELIEVE IT, FLY-BOY.



THE ONLY PLACE YOU'RE HEADED FOR-- IS RIGHT BACK TO THE STATE PEN.

YOU? HOW DID YOU FIND ME SO QUICKLY?

WOULD'JA BELIEVE A LITTLE SPIDER TOLD ME?

NAHHH! I CAN'T CREDIT YOU WITH THAT MUCH SENSE.



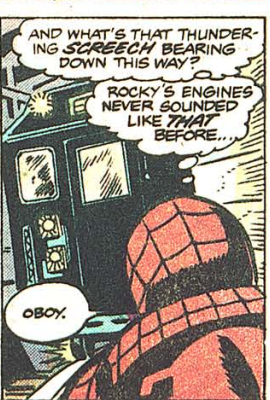
--THAT SKATEBOARDING SURE SHOT'S OUT-DISTANCING ME.



FAST AS I AM, I'M NO MATCH FOR HIS SOUPED-UP SKATES.



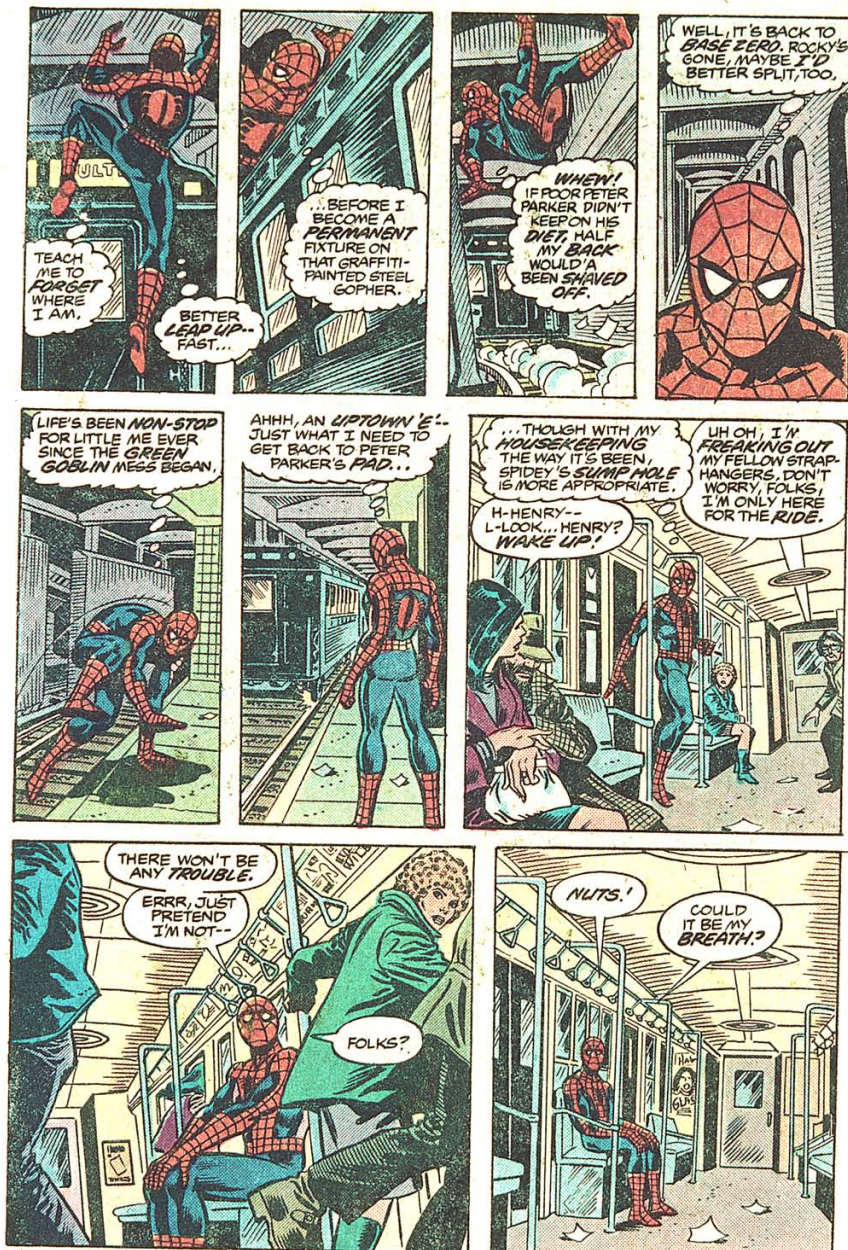
HUHH? NO SIGN OF HIM ANYWHERE-- YET MY SPIDER-SENSE IS TINGLING AWAY LIKE AN ELECTRIC ALARM CLOCK.



AND WHAT'S THAT THUNDERING SCREECH BEARING DOWN THIS WAY?

ROCKY'S ENGINES NEVER QUIETED LIKE THAT BEFORE....

OBOY.



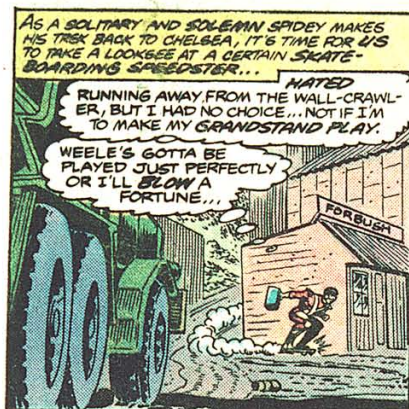
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manufacturer
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SKATEBOARDS!

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AS A SOLITARY AND SOLEMN SPIDEY MAKES HIS TREK BACK TO CHELSEA, IT'S TIME FOR US TO TAKE A LOOKSEE AT A CERTAIN SKATE-BOARDING SPEEDSTER...

HATED RUNNING AWAY FROM THE WALL-CRAWLER, BUT I HAD NO CHOICE...NOT IF I'M TO MAKE MY GRANDSTAND PLAY. WEELE'S GOTTA BE PLAYED JUST PERFECTLY OR I'LL BLOW A FORTUNE...



...AND THAT I CAN'T RISK...NOT NOW.

GOOD MORNING, WEELE. HERE'S THE SUITCASE, WHERE'S MY CASH? TEN THOU IN SMALL BILLS, AS WE AGREED.

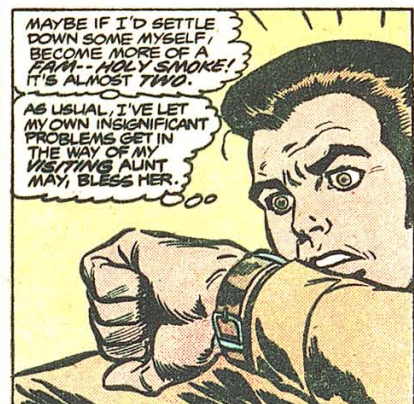
YOU'LL GET IT, RACER -- AFTER I'VE SHREDDED THE EMBEZZLEMENT EVIDENCE AGAINST ME.



WE'LL LET JACKSON WEELE WORRY OVER HIS PROBLEMS ALONE, WHICH GIVES US A CHANCE TO LOOK IN ON A RATHER PERPLEXED PETER PARKER...

IF EVERYTHING'S SETTLED DOWN, WHY DO I FEEL LIKE AN UNMADE BED?

MAYBE IT'S BECAUSE IT'S EVERYONE ELSE'S LIVES THAT'RE MOVING ALONG WITHOUT ANY COGS...WHILE MY FUTURE IS RAPIDLY GOING DOWNHILL.



MAYBE IF I'D SETTLE DOWN SOME MYSELF, BECOME MORE OF A FARM-- HOLY SMOKE! IT'S ALMOST TWO.

AS USUAL, I'VE LET MY OWN INSIGNIFICANT PROBLEMS GET IN THE WAY OF MY VISITING AUNT MAY, BLESS HER.



THEN NO ONE WILL ACCUSE JACKSON WEELE OF-- WAIT!

ARE YOU TRYING TO PLAY GAMES, RACER?

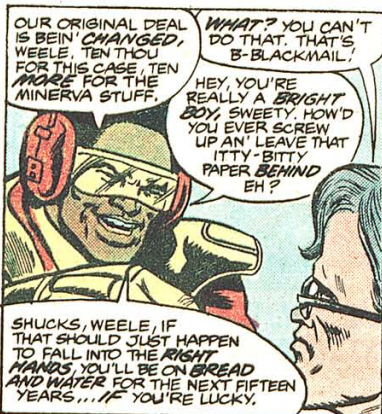


THE MINERVA DOCUMENT'S NOT IN HERE...IT'S THE MOST DAMAGING EVIDENCE AGAINST ME.

YOU KNOW IT, BIG WHEEL.



NOW SIT DOWN AND SHUT UP YOUR WHINING IS STARTING TO STOKEN ME



OUR ORIGINAL DEAL IS BEIN' CHANGED, WEELE. TEN THOU FOR THIS CASE, TEN MORE FOR MINERVA STUFF.

WHAT? YOU CAN'T DO THAT. THAT'S B-BLACKMAIL! HEY, YOU'RE REALLY A BRIGHT BOY, SWEETY. HOW'D YOU EVER SCREW UP AN' LEAVE THAT ITTY-BITTY PAPER BEHIND EH?

SHUCKS, WEELE, IF THAT SHOULD JUST HAPPEN TO FALL INTO THE RIGHT HANDS, YOU'LL BE ON BREAD AND WATER FOR THE NEXT FIFTEEN YEARS...IF YOU'RE LUCKY.



LISTEN, WEELE, YOU GOT YOURSELF A NIGHT TO THINK THINGS OVER, BUT REMEMBER, HANDSOME, YOU GOT MORE TO LOSE THEN TEN THOU.

SEEYA-- BIG WHEEL.

OH NO-- NO!



AS PETER RUSHES TO HIS AUNT'S BEDSIDE, A SMALL, SLIM FIGURE SLOWLY APPROACHES THE WEB-SLINGER'S APARTMENT...

EXCUSE ME, IS PETER PARKER HOME?



HUNK? N-NO...YOU JUST MISSED HIM.

THEN COULD YOU LET ME WAIT IN HIS APARTMENT, PLEASE? I HAVE BUSINESS WITH HIM.

Satisfy your meat tooth.



For those times when you get a craving for something to really sink your teeth into, sink them into Slim Jim® meat snacks. The chewy all-meat sticks that come in mild, spicy, pizza, bacon, pepperoni and salami. Just about every possible flavor you could ever want. Except, of course, garlic.
A little less than a meal. A little more than a snack.®



Remember How Many Times You Felt Left Out

Because You Were BROKE!



Places the gang was going and you weren't included. They all had money for movies, games, hamburgers and soft drinks . . . all of them except you.

WELL YOU'LL NEVER BE LEFT OUT AGAIN

Now YOU Can Make \$2, \$5, \$10 or More Week After Week.

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You will be sent papers to sell, supplies and selling helps. You pay for nothing in advance so you don't risk a penny. You pay only for the papers you sell until you know how many to order. You have everything to gain—nothing to lose—by starting your own GRIT business. Over 30,000 young persons all over America now sell GRIT. You'll have steady profits and earn free prizes regularly.

HURRY!
SIGN UP NOW

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Please Print Your Last Name Plainly Below

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A 50,000
PRIZES A MONTH
GIVEAWAY

NO PURCHASE NECESSARY
DETAILS BELOW

EACH MONTH YOU
COULD WIN ONE OF
30 SUPER ROSS BICYCLES
25,000 BURGER KING.
GIFT CERTIFICATES OR
25,000 NABISCO CANDY BARS
(THAT'S ACTUALLY 50,030 PRIZES A MONTH)

The makers of Sugar Babies®, Sugar Daddy® and Sugar Mama® are giving away over 50,000 prizes every month to lucky boys and girls all over. And you could be one of them!

To enter, just fill out and mail in the entry form. You'll find more in every package of delicious milk caramel Sugar Babies, Sugar Daddy and Sugar Mama. Remember, with all these prizes your chances of winning are greater and get even better the more times you enter.

50,000 PRIZES A MONTH
GIVEAWAY ENTRY FORM

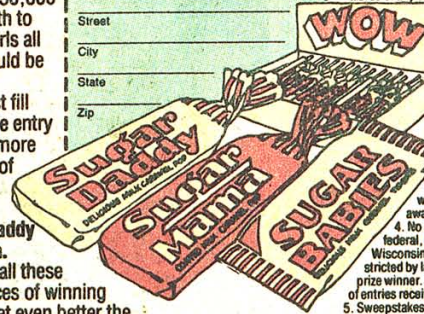
Name
 Street
 City
 State
 Zip

Nabisco 50,000 Prizes a Month Giveaway Rules
 1. NO PURCHASE NECESSARY. To enter, print your name, address and zip code on the official entry blank or on a plain 3x5 piece of paper. Each entry must include the outside wrapper from either Sugar Daddy, Sugar Mama or Sugar Babies or hand print the words of any one of these products on a 3x5 piece of paper. Mail your complete entry to:

Nabisco 50,000 Prizes a Month Giveaway
P.O. Box 1000
Long Island City, N.Y. 11101

2. Enter as often as you like, there is no limit to the number of prizes you can win, but each entry must be mailed separately and received by the last day of the month in order to be eligible for that month's drawing. The final date for receipt of all mail is December 31, 1978.
 3. Fifty Thousand and Thirty (50,030) prizes will be awarded in random drawings on a monthly basis starting January 1978, by Marden Kane, Inc., an independent judging organization whose decisions are final. All 600,360 prizes will be awarded by January 31, 1979.

4. No substitutes or exchanges for prizes offered. All federal, state and local laws apply. Void in Missouri, Wisconsin, Maryland and wherever else prohibited or restricted by law. Liability for taxes is the sole responsibility of the prize winner. Odds of winning are dependent upon the number of entries received.
 5. Sweepstakes open to US residents only except employees and their families of Nabisco, Inc., their affiliates, advertising and judging agencies.







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ALL FOR ONLY
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+ \$5.99 P&H

1 MUG
1 GLASS
1 JUICE GLASS
1 SOUP BOWL



* ADDIT'L PIECES AVAILABLE ONLY IF ORDERING SET...89¢ + 89¢ P&H EACH.

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EACH BOOK TELLS A COMPLETE STORY!

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CHOOSE: SPIDEY, HULK, THOR OR CAP!

RINGS	\$1.29
BRACELETS	\$1.98
PENDANTS	\$1.79
BELT BAGS	\$1.79

PLUS 39¢ P&H EACH

EACH MEASURES A FULL 27" x 17" WITH REMOVABLE COVER FOR FRAMING!

100% SUPERHERO MERCHANDISE
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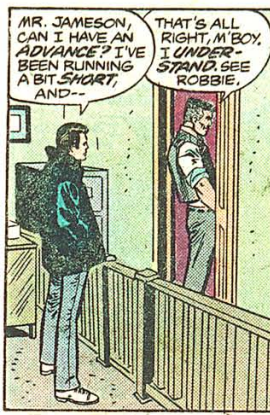
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ADDRESS _____
CITY _____
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☐ COLORING BOOK
☐ HULK ☐ SPIDEY.....\$3.19 ea.
JEWELRY
☐ RING.....\$1.68 ☐ SPIDEY
☐ BRACELET.....\$2.37 ☐ HULK
☐ PENDANT.....\$2.18 ☐ THOR
☐ BELT BAGS.....\$2.18 ☐ CAP



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* RANDOLPH PLAZA, CENTER GROVE RD. E. RTE. 10, RANDOLPH, N.J. (201) 361-6327
NEW NASSAU MALL, 360 HEMPSTEAD TPKE, LEVITTOWN, NEW YORK



WE'LL WORRY ABOUT THE USUALLY RAMBUNCTIOUS J. JONAH JAMESON SOME OTHER TIME. BUT FOR NOW, LET'S GO DOWNTOWN TO THE DOCKS...

IT'S NO USE. ONCE THE RACER TURNS OVER THOSE PAPERS, I'M FINISHED!

EVERYTHING I'VE STRIVED FOR WILL BE DOWN THE TOILET-- RUINED!



THOSE IDIOTIC PAPERS WILL CONVICT ME, THERE'S NO DOUBT ABOUT THAT. WHY--WHY WAS I SUCH A FOOL? WHY DID I KEEP RECORDS OF MY MISDEEDS?

WELL, MARGARET WILL LEAVE ME NOW, AND I'LL SPEND FIFTEEN YEARS ROTTING IN SOME FORSAKEN PRISON SOMEWHERE BLAST!

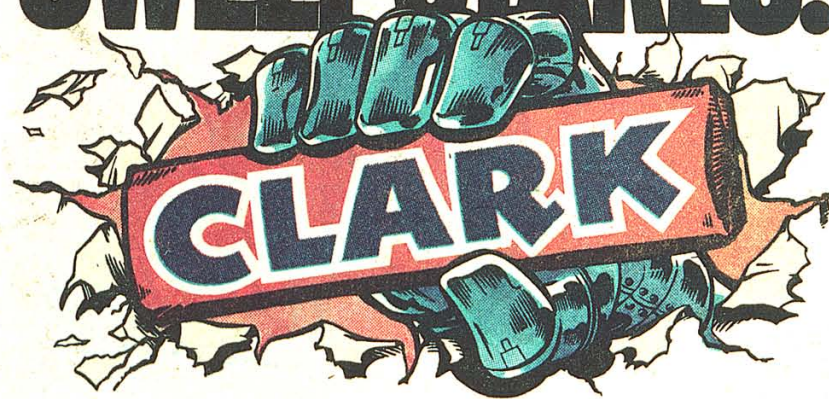
MY LIFE'S OVER-- WHY DON'T I JUST MAKE IT OFFICIAL!?

YES... THIS IS THE ONLY WAY TO DO IT... AT LEAST I'LL GO WITH DIGNITY.

HEY, TURKEY-- YOU AIN'T GOIN' NOWHERE!



STOP THE PRESSES!! IT'S THE FAMOUS CLARK BAR SUPERHERO SWEEPSTAKES!



YOU COULD WIN A TRIP TO GOTHAM AND APPEAR IN A SUPERHERO COMIC BOOK!

Okay, all you characters out there. Here's your big chance to be a real character. Comic-book style.

You don't have to buy anything. Or do anything, except to mail us the Famous Clark Bar Superhero Sweepstakes entry blank with your name and address.

To find out what could be in it for you, just read on.

FIRST PRIZE

If you're lucky enough to win the first prize, Clark will fly you and your family (limit of four people) to New York City and back.

You'll stay for three days and two nights. All expenses paid.

We'll take you on a tour of the Marvel Comics offices, so an artist can draw you into an upcoming issue of your favorite Marvel comic

book. You'll be part of the action, right along with one of Marvel's famous superheroes.

You'll have plenty of free time in Gotham, too. For seeing the Statue of Liberty, or taking boat rides, or just looking up at tall buildings a lot and saying "Wow!"

And, when your comic-book adventure is published, we'll send you 15 copies for your family and friends. They'll be proud to know a famous person like you.

SECOND PRIZE

If you're one of 20 second-prize winners, you'll get your own Famous Superhero watch.

Pick Batman, Wonder Woman, Superman, Spider-Man, or (if your taste runs to supervillains instead) the Joker. The watches are Swiss-made,

with full-color superhero pictures, and would normally sell for \$19.95 to \$23.95.

THIRD PRIZE

If you're one of 100 third-prize winners, we'll send you a year's subscription to your favorite D.C. or Marvel comic book. The Incredible Hulk, Ms. Marvel,

Green Lantern, Thor, Justice Society, Captain America, Red Sonja, Plastic Man, Wonder Woman, you name it. Even Little Lulu.

So find yourself a pen or pencil, fill in the entry blank (please print), and mail your entry to us before November 1, 1978.

It could make you as famous as the Famous Clark Bars.

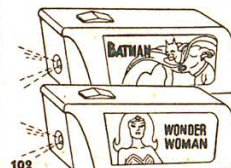
BE A WINNER ALL YEAR LONG, WITH WRAPPERS FROM FAMOUS CLARK BARS!

Okay. What you just read about was a contest. This isn't. What this is, is a terrific way to get Famous Superhero premiums any time you want them. By collecting wrappers from any of the Famous Clark and Holloway products. Clark, Crispy, Zagnut, Crunchy, Light, Peanut Butter Log, Milk Duds, Slo Poke, or Black Cow.

Here's what you can get. The order blank is on the next page.



ZING WINGS. Plastic flying saucer. Batman, Superman, or Spider-Man. Each, \$1.75 plus 2 wrappers.



FLASHLIGHTS. Superman, Batman, Robin, Wonder Woman. Includes Penlite Battery. Each, \$1.25 plus 2 wrappers.



SUPERSTICKERS. Get four sheets of pressure-sensitive stickers in all sizes. Just peel off the backing and stick them anywhere. \$2.95 plus 6 wrappers.



SUPERKITE. Look! Up in the sky! It's Spider-Man, in full color on a lightweight vinyl kite. \$2.50 plus 6 wrappers.

CLARK

THE FAMOUS CLARK BAR SUPERHERO SWEEPSTAKES!

P.O. Box 55 Chicago, Illinois 60677

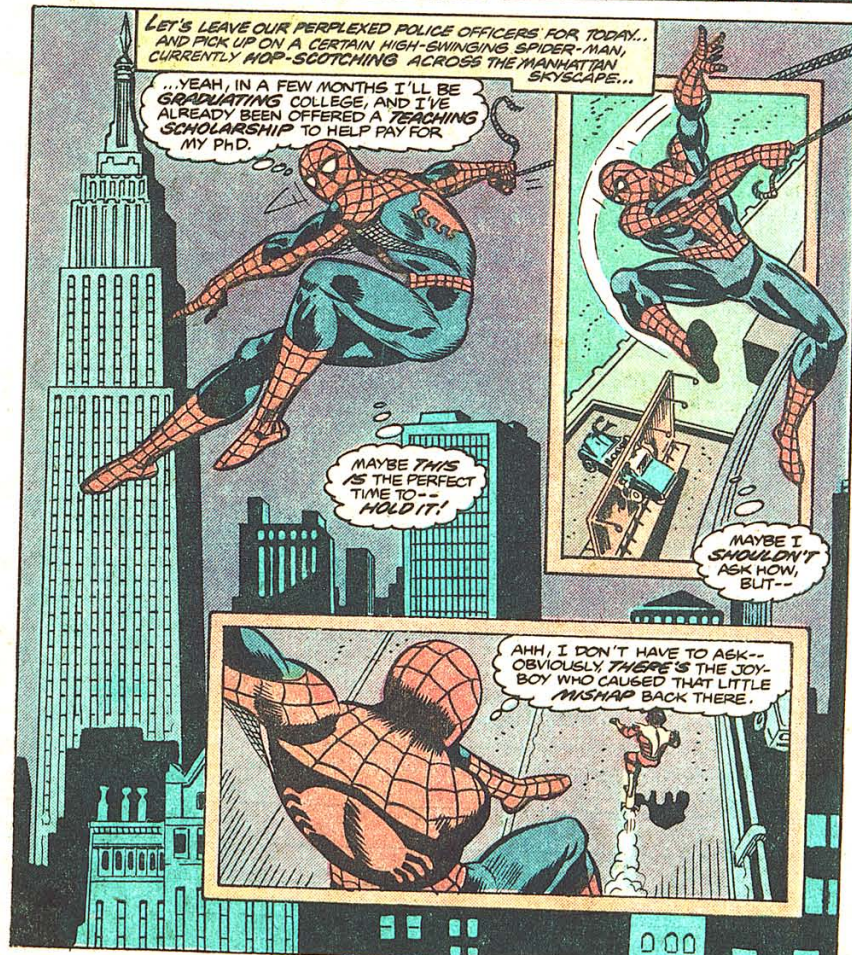
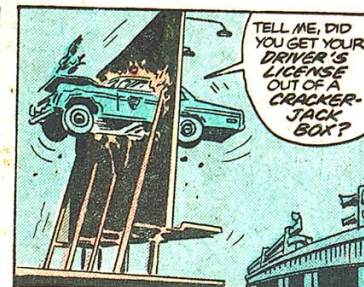
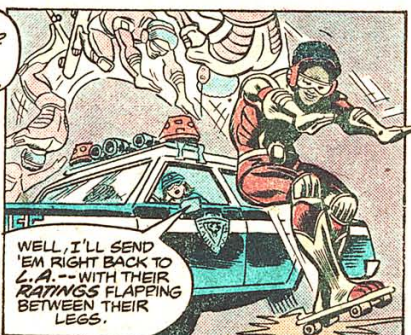
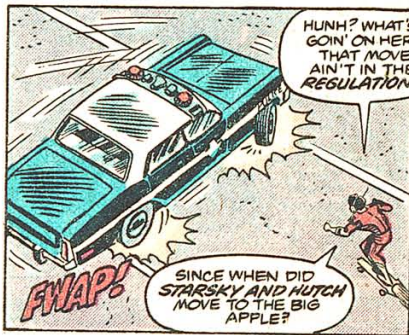
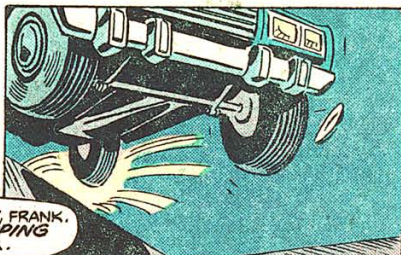
RULES

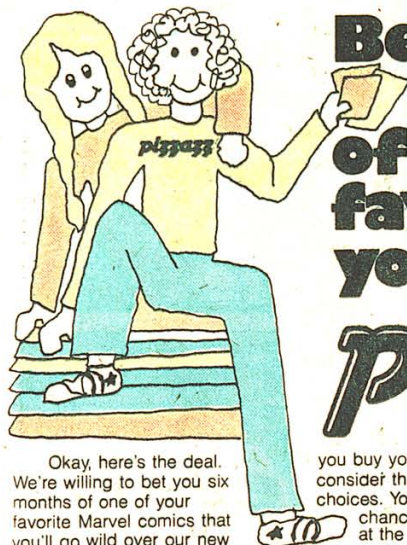
1. To enter, type or print clearly your name, address and zip code on this official entry blank, or on a plain piece of 3" x 5" paper. You can enter as many times as you want, but each entry must be mailed separately.
2. With each entry, send one wrapper from any Clark or Holloway candy product (or the wrapper of any Famous Clark Bar) printed on a separate piece of 3" x 5" paper. You can send wrappers from Clark, Crispy, Zagnut, Crunchy, Light, Peanut Butter Log, Milk Duds, Slo Poke, or Black Cow.
3. Send entries to Superhero Sweepstakes, Box 55, Chicago, Illinois 60677.
4. Entries must be postmarked by November 1, 1978 and received by November 10, 1978.
5. Winners will be determined in random drawings conducted by H. Olsen & Company, an independent judging organization, whose decisions are final.
6. Prizes are non-transferable, and substitution of prizes is not allowed. Only one prize to a family. The odds of winning will be determined by the number of entries received. All prizes will be awarded.
7. The sweepstakes is open to all U.S. residents, except employees (and their immediate families) of Beatrice Foods, its advertising agencies, and H. Olsen & Company, and in Missouri, and wherever else prohibited by law. Subject to all federal, state and local laws and regulations.
8. If you want a lot of winners, send a separate stamped, self-addressed envelope to Box 6060, Chicago, Illinois 60677.

NAME _____
ADDRESS _____
CITY _____
STATE _____ ZIP _____

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THE SPIDER'S WEB

96 MARVEL COMICS GROUP, 575 MADISON AVE., N.Y.C. 10022

Dear Marvel,

One need only apply a little observation to figure out that the latest incarnation of the Green Goblin is actually Harry's psychiatrist, Bart Hamilton. The only remaining puzzle at the time that this missive is being penned (after events in SPIDER-MAN #177), is how the psychiatrist found out Spidey's identity. Of course, in issues preceding #175, we see Hamilton eyeing Peter suspiciously. For instance, in ish #174, Hamilton says to himself while watching Pete depart, "So that's Peter Parker, eh? He doesn't look a bit like I imagined he would." This implies that the good doctor already knew who Spidey really was even before Harry entered therapy with him—but not necessarily, of course. My guess is that Harry, while under some sort of hypnosis, revealed to Hamilton the identity of Pete, the location of a Goblin costume, etc., and being a crazed medico, the shrink embarked on a life of crime that begins in ish 177. Again, if it were Harry who was the Goblin, he would be little concerned with taking over as New York crime czar; his main concern would be to eliminate Peter for revenge, blaming him for the death of his father.

I must commend Len for the story and his imaginative manipulation of what are almost becoming clichés—the continued reappearances of the Green Goblin, Aunt May's heart attacks, the war over control of the underworld (I have in mind here the epic Doc Ock-Hammerhead battle, the Kingpin's numerous incarnations, etc.). All somehow avoid the expected and tired patterns, and since the ultimate comic book vice is stagnation, I feel that SPIDER-MAN is in no danger of becoming repetitious, even though the same characters you are now using were familiar ten years ago.

Ironically was the flavor of Aunt May's latest heart attack, and it had a subtle sense of mocking tradition which I liked. How many times have we seen Aunt May cheerfully recuperating in a hospital bed, making cute remarks with Pete, friends, et al, about how she's feeling much better and be back on her feet in no time? Another stock crisis averted, everybody go away happy. But, just as it's happening again—hoo-hah! A relapse!

Commander Quotey
(and his Lost Marvel Madmen)
1500 LaSalle Ave., Minneapolis, MN 55403

Dear Marvel,

In reply to your answer to Steve Avalos' letter (#177): Not

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all traditions are good traditions. Comics have suffered from undue criticism for years because, their foes exclaim, they are unrealistic. The resurrection of "dead" super-villains, however, does nothing to invalidate this criticism. Stan Lee used to pride himself on his comics' realism. Len Wein's "Artistic License" seems to be a cop-out rather than a creative challenge. Is it impossible for today's writers to create legendary villains in the image of the Green Goblin, Mysterio, et al?

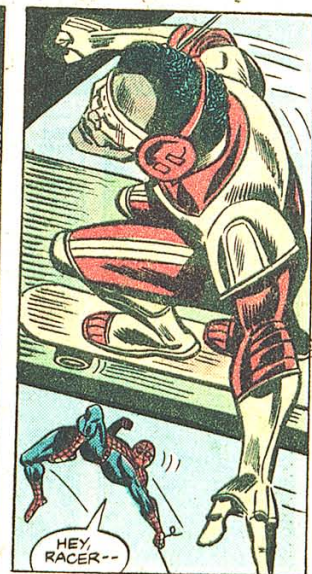
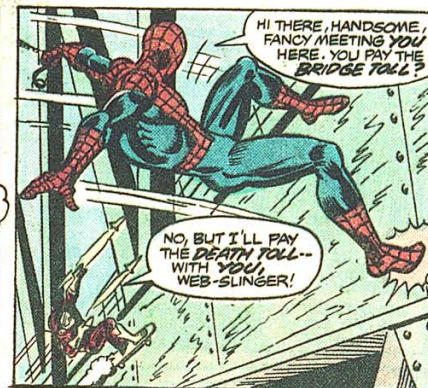
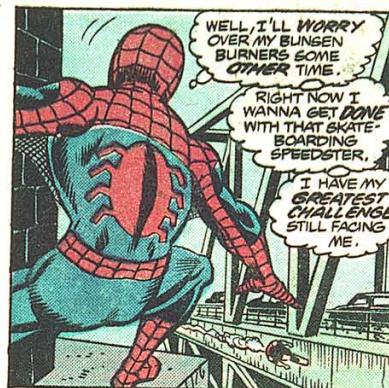
Finally, again regarding creativity, why, oh why! was the gangster/Goblin plot in SPIDER-MAN #177 an almost direct steal from SPIDER-MAN #'s 26-27?

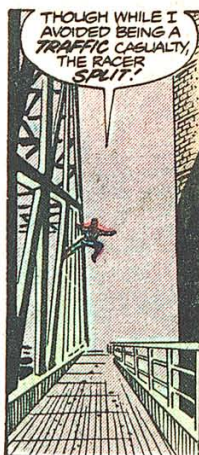
Randy Sluganski
432 Winton St.
Pittsburgh, PA 15211

You've brought up some serious points, Randy, and we're gonna try to answer them as straight as we can. Strange as it may seem for a word so obvious in its apparent meaning, "realism" when applied to a four-color fantasy medium like comics is very much open to personal interpretation. For instance, we doubt whether you'd really want to read starkly realistic comics—sans super-heroes and set squarely in the everyday world. In fact, we're willing to bet you read comics as a respite from the so-called "real world." Ergo, our stories are chock-a-block full of long-underwear super-heroes and ever-returning super-villains, acting out their roles in a pseudo-realistic fashion. It's purely fiction, but we strive for the semblance of realistic attitudes, reactions, and so forth. That's what we mean by realism—and that's where we feel we differ significantly from our competitors—by being realistic.

As for creating new characters—in particular, super-villains—we're at it all the time. Witness The Sphinx in NOVA, Graviton in THE AVENGERS, Dr. Bong in HOWARD THE DUCK, the Quintronic Man in THE HULK, and even the Jackal and the Rocket Racer here in SPIDER-MAN! What you may not, perhaps, be aware of, is the sheer magnitude of Marvel mags released monthly. If we were to create new villains for each and every story, we'd confuse heck out of not only our myriad readers, but ourselves, as well. Since we deal in continued storylines, bringing back villains is our way of dealing with them in depth.

Finally, while we cannot excuse a similarity such as you cite between the two Spidey stories, we would ask you to take into account the aforementioned magnitude of material produced by Marvel over the years, and to hopefully realize and understand if on rare occasions inadvertent similarities do occur. Okay?





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NEXT ISSUE: ...AND WHERE THE BIG WHEEL STOPS, NOBODY KNOWS!

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BULLPEN BULLETINS

STAN'S SOAPBOX

Well, it's happened again! For the umpteenth time I take pen in hand (or, more accurately, typewriter in paw!) to announce an earth-shattering change of editors here at the blissful Bullpen! Good of Archie Goodwin seems to have been bitten by the same bug that previously affected Rascally Roy, Marvelous Marv, and a majestic multitude of other Marvel editors; namely, the guy wants to devote his time to writing rather than editing. Much as we love 'im, we can't really complain, 'cause Amiable Archie is as good a scribe as you'll ever find, and it simply means we'll be getting more and better yarns from him from now on. Anyway, we really lucked out by having our associate editor, Jim "Trouble" Shooter available to take over in Archibald's place. Thus, we regretfully announce that Archie Goodwin has stepped down as editor. We joyfully announce that Arch will now be writing his happy little heart out for us. And, we enthusiastically announce that Jim Shooter will henceforth be Marvel's editor-in-chief, a position, as all True Believers know, second only to Jimmy Carter's in power and prestige! Jim, who's been part of the Bullpen for two years now, is a real triple-threat. He's an artist, writer, editor, he helps Jazzy Johnny and me plot the Spidey newspaper strip, and he's the tallest guy in the business. (The last being vitally important when you have to repair a ceiling light bulb!) So, best of luck to Archie, to Jim, and to all of you, our real bosses! No matter who does what in our goofy little game of Marvel musical chairs, all that matters is the end result—giving you the greatest reading enjoyment possible, and providing a never-ending source of fun and excitement to the howling hordes of Marvel! Oh, the final note. Tell Irving Forbush not to worry, Jim. He can still keep his key to the executive washroom!

Excelsior!

Stan

ITEM! The bitter winter storm currently paralyzing Manhattan has done nothing to dampen the warm welcome proffered by stalwart Marvel Staffers to Rakish RICHARD MARSHALL, and Battlin' BOB HALL who join Retread ROGER STERN (is he still here?) as Marvel Associate Editors. Also joining the Batty Bullpen amid proper pomp and ceremony is Masterful MARK GRUENWALD, our newest Assistant Editor. While battle-seasoned assistants Ralph Macchio, Mary Jo Duffy and Jim Salicrup help the newcomers adjust, Roger Stern has been trying to talk recently-ascended Editor in Chief Jim Shooter down off his cloud!

ITEM! Familiar faces in new places is the order of the day in the Production Depart-

ment. Liltin' LENNY GROW has been named Production Manager, while Dependable DAVE COHEN has moved over from the British Department to fill Lenny's previous position as Assistant Production Manager. And now, if everyone has made the proper notations on his or her Marvel Scorecard...

ITEM! It seems that both the *Amazing Spider-Man* and *The Incredible Hulk* T.V. specials which aired last fall were the smash sensations we knew they'd be. To the surprise of virtually no one, both the Hulk and Spider-Man debut this spring as major prime time CBS T.V. series! As you read this, the Incredible Hulk show should already be part of your regular Friday night viewing fare. Spider-Man begins Wednesday, April 5th. Watch it, and tell 'em the Armadillo sent you!

ITEM! While you're at it, be sure to watch for the *Dr. Strange* T.V. special, also coming up in early April! The Master Mage's adventures are being adapted to the television format with care and respect by a talented gentleman named Phillip DeGuerre, and the show is sure to be terrific! Check your local listings and don't miss a minute!

ITEM! Late word has it that the *Savage Sub-Mariner* T.V. special will also be broadcast in early spring. We'll pass the info along as we hear it!

ITEM! There's still more exciting news from the West Coast! Rascally ROY THOMAS, all around nice guy and recent winner of the prestigious *Eagle Award* for best comics writer, has taken over the writing reins of THE MIGHTY THOR, much to the delight of the Bullpen's many mythology mavens. Though peerless penciler WALT SIMONSON has been sidetracked by special projects (some too secret to even mention yet!) and an overwhelming need for rest, and Trailblazin' TONY DEZUNIGA has been shanghaied to perform his usual inking miracles on a myriad of other titles, Roy has managed to re-unite the team of Big JOHN BUSCEMA and Terrific TOM PALMER to handle the art chores. You may remember that a while back, Roy, John and Tom conspired to create several *AVENGERS* epics about which comics connoisseurs are still raving.

ITEM! Meanwhile, the creative big guns of the East haven't exactly been silent. Strap yourself in and take a wild ride with *Nova*, the *Human Rocket*, if you doubt us. When your fingers stop trembling, pick up the latest issue of SPIDER-WOMAN and discover why Marvelous MARV WOLFGAN has been chained to his typewriter by the Bullpen en masse. And no, it's not because he keeps losing the darn thing.

ITEM! As if the hectic business of producing several dozen of the best comics anywhere every month weren't enough to keep an army busy, the Bullpen is embroiled in near civil war over a burning issue which has come to be called *The Cheerful Chris Controversy*. One faction has it that ace writer Chris Claremont's official Marvel Appellation should be *Cheerful Chris*, while the other holds that since one does not pronounce the *Ch* sound in "Chris", it should be the more alliterative *Charismatic*

Chris. Arguments rage and tempers flare - and as for Charfree Chris? He's so busy admiring the superb STAR-LORD art pages recently received from Charnin' CARMINE INFAN, TINO (hmm!) that he just sits in his corner, chortling!

ITEM! Speaking of pronunciation problems, controversy is still rife over the name of one of Marvel's all-time favorite bad guys, namely *Magneto*, evil master of Magnetism. Is it *Mag-net-o*, as in magnet, or *Mag-near-o*, like the familiar electrical device? It was Stan the Man who created Maggy a few years back, but even he's not certain anymore.

ITEM! One thing about which there is no controversy these days is the Daringly Different DEFENDERS. Everyone seems to agree that DAVE (the Dude) KRAFT and Energetic ED HANNIGAN have a knack for the utterly outrageous. Timid types beware! If mind-boggling new concepts and overt originality tend to upset you, do not read the *Defenders*. Buy it anyway, just don't read it.

ITEM! Previously mentioned Ed Hannigan, our resident Renaissance man, is now writing regularly as well as penciling. Check out *POWER MAN AND IRON FIST* #52, on sale soon, and be prepared to be impressed!

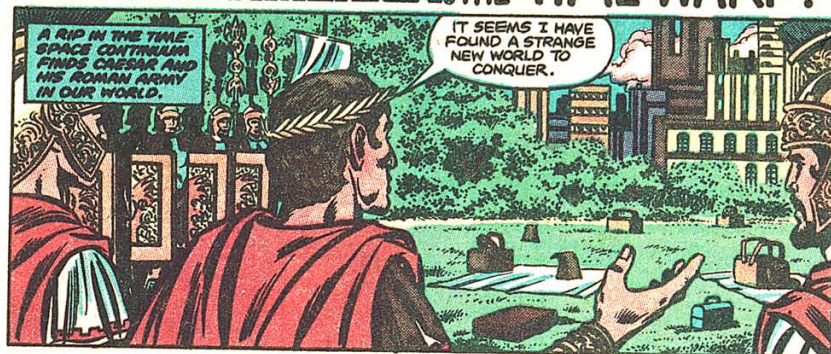


ITEM! Lately, just outside Delightful DAVE COCKRUM's room here at Mighty Marvel, strange phenomena known as *Caption Contests* have been mysteriously appearing on the corridor walls. For the uninitiated, caption contests are odd photos clipped from newspapers or magazines, taped up above a blank sheet of paper upon which participants jot down strange bits of humor inspired by the picture. Some of these contests have become masterpieces of insanity, drawing literally hundreds of funny entries. The prize? A no-prize, of course. Maybe someday we can share the best of the best with Marveldom assembled in the pages of *FOOM*.

ITEM! Surely by now, everyone has subscribed to *FOOM*? No? Who's the holdout? And, for heavens sake, why? You're missing a high quality magazine. Klassily Krafted by Dave the Dude and utterly indispensable to anyone interested in the works of Mighty Marvel and the friendly folks behind them. Do yourself a favor, try it, okay? Sheesh!

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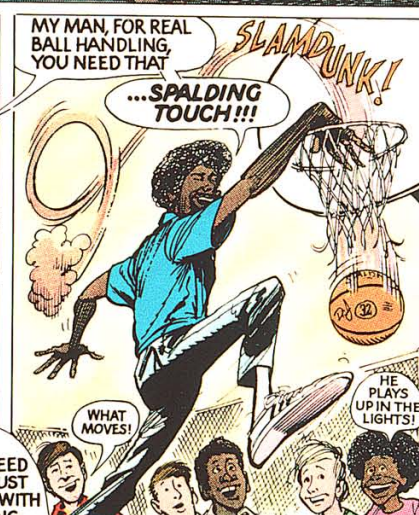
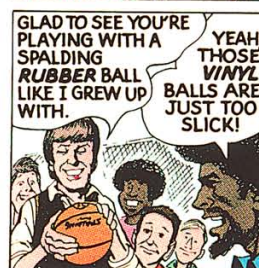
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